



ABSTRAK

STRATEGI KOMUNIKASI DE LAXSTON HOTEL DALAM MEMPROMOSIKAN LAYANAN HOTEL DI MEDIA SOSIAL INSTAGRAM @delaxstonhoteljogja DENGAN MODEL THE CIRCULAR OF S-O-M-E

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Penelitian ini bertujuan untuk menganalisis strategi komunikasi yang diterapkan oleh tim pemasaran De Laxston Hotel Yogyakarta dalam mempromosikan layanan hotel melalui akun Instagram resmi @delaxstonhoteljogja. Analisis dilakukan menggunakan pendekatan *The Circular Model of SoMe* yang dikembangkan oleh Regina Luttrell, yang terdiri atas empat tahap: Share, Optimize, Manage, dan Engage. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam dengan tiga orang staf marketing, observasi unggahan Instagram, dan dokumentasi terhadap 45 konten yang dipublikasikan selama periode Maret hingga Mei 2025. Hasil penelitian menunjukkan bahwa pada tahap Share, hotel secara konsisten membagikan konten tematik seperti promosi kamar, layanan wedding, dan food & beverage. Namun, konten tersebut belum sepenuhnya mengandung elemen storytelling yang dapat meningkatkan kedekatan emosional dengan audiens. Pada tahap Optimize, performa konten dianalisis melalui Instagram Insights, tetapi belum didukung oleh penggunaan alat bantu profesional seperti Meta Business Suite. Pada tahap Manage, pengelolaan media sosial masih dilakukan secara manual oleh tim internal tanpa sistem editorial digital yang terstruktur. Sedangkan pada tahap Engage, hotel membangun interaksi melalui kuis, giveaway, serta kerja sama dengan influencer, namun belum mengembangkan strategi komunitas berbasis pelanggan seperti konten buatan pengguna (*user-generated content*). Kesimpulan dari penelitian ini menunjukkan bahwa strategi komunikasi digital De Laxston Hotel telah mencakup seluruh tahap dalam model SoMe, tetapi pelaksanaannya masih perlu diperkuat dalam aspek storytelling, otomatisasi alat evaluasi konten, dan pendekatan komunitas untuk membangun hubungan jangka panjang dengan audiens.

Kata Kunci: Strategi Komunikasi, Media Sosial, Instagram, Hotel, The Circular Model of SoMe

ABSTRACT

DE LAXSTON HOTEL'S COMMUNICATION STRATEGY IN PROMOTING HOTEL SERVICES ON SOCIAL MEDIA INSTAGRAM @delaxstonhoteljogja WITH THE CIRCULAR MODEL OF S-O-M-E

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This study aims to analyze the communication strategy implemented by the marketing team of De Laxston Hotel Yogyakarta in promoting its services through the official Instagram account @delaxstonhoteljogja. The analysis is based on the Circular Model of SoMe developed by Regina Luttrell, which consists of four stages: Share, Optimize, Manage, and Engage. This research uses a qualitative method with a case study approach. Data collection was conducted through in-depth interviews with three marketing staff, observation of Instagram content, and documentation of 45 posts published between March and May 2025. The findings show that in the Share stage, the hotel consistently shares thematic content such as room promotions, wedding services, and food & beverage highlights. However, the content lacks storytelling elements that can build emotional engagement with the audience. In the Optimize stage, content performance was analyzed using Instagram Insights, but was not supported by professional tools such as Meta Business Suite. In the Manage stage, social media management was still managed manually by an internal team without a structured editorial system. Meanwhile, in the Engage stage, hotels build interaction through quizzes, giveaways, and collaborations with influencers, although customer-based community strategies such as user-generated content have not been developed. The study concludes that although De Laxston Hotel has implemented all four stages of the SoMe model, improvements are needed in term of storytelling, automation of content evaluation, and community-based approach to build long-term communication relationships with the audience.

Keywords: *Communication Strategy, Social Media, Instagram, Hotel, The Circular Model of SoMe*